**Robert Armintor**

**From:** "Joe Jenkins" [redacted]
**To:** [redacted]
**Cc:** [redacted]

**Sent:** Sunday, June 12, 2005 8:43 AM
**Subject:** RE: another letter

Alma,

Sorry to miss the meeting. As you knew, I had a work related event I couldn't miss. I'm working on a new letter and will include photos and info on any films we have booked to spice it up. So far we've booked Girls Play. Are there any other films booked? Keep me informed ASAP on any booked films and I will work them into future communications. I'm also working on writing the text on Girls Play based on the publicity info provided through the Miami festival website.

Regarding the next meeting, I'll be there. Also, I love the idea of patronizing sponsors.

Here's a bunch of questions on things I'm working on.

I need to get an electronic version of the poster for the tee shirts… soon! I need it to make sure we have shirts for Pridefest – just 5 weeks away. Last year we had 100. This year we'll make about 150, with the ability to make more if needed.

Last year we did Denver Pridefest. I'm assuming that's not happening this year. That's unfortunate since Denver isn't having a festival this year. Denver Pride is in two weeks. A table, a banner, some big posters and flyers could have brought many people down who will miss their festival. Due to my work and travel (I'm in Nebraska Tuesday coming back late Friday), I can't set it up alone but am will to go if we can mobilize quickly and put on a good show (see below). I enjoyed it last year and think it's a big missed opportunity. Last year we had a free spot thanks to the Community Center and the Gill Foundation. If we look like a big professionally-run film festival to Denver folks, we'll get people to come down. Some did last year, I know, I talked with them both up there and down here. When Denver sees quality, they pay attention.

Display ad letters can go out anytime. Were they approved? There was little enthusiasm about them at the May meeting. Please inform. I got the impression that prices were bothering people.

My biggest concern at this time is that we still aren't doing anything *different* to try and bring in a bigger audience. Do we just want the same 75 to 125 people at each show? My current thoughts focus on making the community aware that we put on one of the best weekend-long GLBT film festivals. Our films are accessible, award-winning, and quality-based.

How do we do that? Here's a plan….

When we do the booth at Pridefest, we need to exhibit the quality we present. I want us to try to do better than what we have done in the past. We are better than card tables and a little Wal-Mart tent thrown together at the last minute. Can we get a big tent this year (the festival provides them for a reasonable fee) and *guarantee* a prime location, can we have a colorful professional 6-foot banner to attract people to our booth. Can we do something spectacular with ticket offers to get people to buy passes at the festival (buy 2 get 1 free). Give me the go ahead and I'll make it happen. I'll need Jerry's help on the banner and BIG posters. I'd like one poster with the best views of the Fine Arts Center. The FAC can be sold as a classy venue. I'll need a few volunteers from the committee as well. I'll need posters from the best of the booked films. Big, splashy, exciting! And, we need us all to participate enthusiastically at the booth. It's our one opportunity to really impress the community!

Joe

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**From:** Alma Cremonesi |
**Sent:** Saturday, June 11, 2005 7:18 AM
**To:** Joe Jenkins
**Subject:** another letter

Greetings Joe,
Your absence at the last meeting was felt by all. You are such an integral part of so many operations of the festival, it is often difficult to proceed without you. But proceed we must. We decided to divvy up the sponsors, we don't have, in the Rainbow Directory and send out another letter and sponsor form. Each person who attended the meeting is going to address, stuff and stamp about ten letters.
I'm going to send a new sponsor letter for new sponsors and form; Jerry is getting return envelops printed.
I'm still having problems with my computer and was unable to edit this letter further as when I tried my program froze. I thought that you might be willing to look the letter over and jazz it up.
I hope all's well. Will you be available to attend the next meeting on July 7. We are planning to go to Gertrude's at 5:30 and then meet at Jerry's C21 office at 1024 WE. Colorado Ave at 7pm.
Let me know about the letter and 7/7 meeting as I would try to change the date if you can't make it.
Thank you,
alma

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